IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1 - 9.   (Canceled)

10.   (Currently amended)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a brand component on ~~at least one of~~ a first ~~window or~~ Web page;

serving a small form of an advertisement on ~~at least one of~~ a second ~~window or~~ Web page; and

serving a large form of an advertisement on ~~at least one of~~ a third ~~window or~~ Web page.

11-12. (Cancelled)

13.   (Original)   The method of claim 10, further comprising:

providing an indication of an opportunity to view said advertisement; and

receiving an indication of a willingness to view said advertisement.

14.   (Currently amended)   The method of claim 10, further comprising:

serving ~~at least one of~~ a fourth ~~window or~~ Web page requesting confirmation of a viewing of at least one of said brand component, said small form of said advertisement and said large form of said advertisement.

15.   (Currently amended)   The method of claim 14, wherein said ~~at least one window or~~ Web page requesting confirmation is displayed for a fixed period of time.

16-19. (Cancelled)

20.   (Currently amended)   The method of claim 10, wherein said large form of said advertisement is scrolled on ~~at least one of~~ the third ~~window or~~ Web page.

21.   (Cancelled)

22.   (Currently amended)   A system for serving an advertisement on a World Wide Web site, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said

processor being operative to:

serve a brand component in ~~at least one of~~ a first ~~window or~~ Web

page;

serve a small form of an advertisement in ~~at least one of~~ a second

~~window or~~ Web page; and

serve a large form of an advertisement in ~~at least one of~~ a third

~~window or~~ Web page.

23.   (Currently amended)   A computer readable medium for use in a server

hosting a World Wide Web site, the computer readable medium storing a

computer program comprising:

computer readable means for providing a brand component in a first

~~window or~~ web page;

computer readable means for providing a small form of an advertisement

in a second ~~window or~~ web page;

computer readable means for providing a large form of said

advertisement in a third ~~window or~~ web page; and

computer readable means for serving each of the brand component, small

form of the advertisement and the large form of the advertisement.

24 - 27.   (Cancelled)

28.   (Previously presented)   A method for serving an advertisement on a

World Wide Web site, comprising:

serving a first Web page having a brand component; and

serving a second Web page having a first form of an advertisement such

that said first Web page is not viewable to said viewer.

29.   (Original)   The method of claim 28, wherein said second Web page is not

resizable by a viewer using browser software.

30-31. (Cancelled)

32.   (Previously presented)   A method for serving an advertisement on a

World Wide Web site, comprising:

serving a first Web page having a first form of an advertisement; and

serving a second Web page having a second form of said advertisement

such that said first Web page is not viewable to said viewer.

33.   (Cancelled)

34.   (Original)   The method of claim 32, wherein said second Web page is not resizable by a viewer using browser software.

35.   (Original)   The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

36.   (Cancelled)

37.   (Previously presented)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a brand component; and

serving a second window having a first form of an advertisement such that said first window is not viewable to said viewer.

38.   (Original)   The method of claim 37, wherein said second window is not resizable.

39-40. (Cancelled)

41.   (Previously presented)   A method serving an advertisement on a World

Wide Web site, comprising:

    serving a first window having a first form of an advertisement; and

    serving a second window having a second form of said advertisement

such that first window is not viewable to said viewer.

42.   (Cancelled)

43.   (Original)   The method of claim 41, wherein said second window has a

fixed size.

44.   (Original)   The method of claim 41, wherein said first window is

configured to be displayed full screen when it is displayed on a user device.

45.   (Original)   The method of claim 41, wherein said second window is

configured to be displayed full screen when it is displayed on a user device.

46-55. (Cancelled)

56.   (Original)   The method of claim 10, wherein at least one of the following occurs:

said brand component is displayed for a fixed period of time;

said advertisement is displayed for a fixed period of time; and

said large form of said advertisement is displayed for a fixed period of time.

57.   (Original)   The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.